

What is claimed is:

- 1 1. A method for explaining search logic and results, comprising:  
2 presenting a presentation model to explain how a system model relates a  
3 plurality of search input elements to a comparison element, wherein  
4 the system model is used to determine at least one search result;  
5 presenting how the system model is related to the comparison element; and  
6 presenting a relative importance of the system model in comparison with the  
7 comparison element.
- 1 2. The method as recited in claim 1, further comprising:  
2 presenting how parts of the system model are related to parts of the  
3 comparison element.
- 1 3. The method as recited in claim 2, further comprising:  
2 presenting a relative importance of the parts of the system model in  
3 comparison with parts of the comparison element.
- 1 4. The method as recited in claim 2, further comprising:  
2 presenting how parts of each of the plurality of search input elements are  
3 related to parts of the system model.
- 1 5. The method as recited in claim 4, further comprising:  
2 presenting a relative importance of the parts of the plurality of search input  
3 elements in comparison with the parts of the system model.
- 1 6. The method as recited in claim 1, further comprising:  
2 saving the system model.



1     7.     The method as recited in claim 1, further comprising:  
2     receiving a modification to the plurality of search input elements to create a  
3     new plurality of search input elements;  
4     determining a new at least one search result;  
5     updating the system model to create a new system model incorporating the  
6     modification;  
7     presenting how the new system model is related to the comparison element;  
8     and  
9     presenting a new relative importance of the new system model in  
10     comparison with the comparison element.

1 8. A machine for explaining search logic and results, comprising:  
2 a processor;  
3 a storage device coupled to the processor;  
4 a search component storable on the storage device and executable on the  
5 processor to accept at least one search input element and determine at  
6 least one search result using a system model; and  
7 a presentation component storable on the storage device and executable on  
8 the processor to create a presentation of a presentation model relating  
9 the system model to one of the at least one search result.

1     9.     The machine as recited in claim 8, wherein:  
2             the processor is a server; and  
3             further wherein the processor is capable of receiving the at least one search  
4             input element from a client.

1 10. The machine as recited in claim 8, wherein the processor is capable of  
2 communicating in a wireless Internet environment.







- 1 15. The machine-accessible medium as recited in claim 11, wherein the  
2 application is an Internet search engine.
- 1 16. The machine-accessible medium as recited in claim 11, wherein the  
2 application is a database application.
- 1 17. The machine-accessible medium as recited in claim 11, wherein the  
2 application is an e-commerce application.
- 1 18. The machine-accessible medium as recited in claim 11, wherein the  
2 application is a document management application.
- 1 19. A user interface, comprising:  
2 receiving at least one search input element;  
3 presenting at least one search result using a system model; and  
4 presenting an explanation of search logic.
- 1 20. The user interface as recited in claim 19, wherein presenting an explanation  
2 of search logic comprises:  
3 presenting a presentation model to explain how a comparison element is  
4 related to a system model.
- 1 21. The user interface as recited in claim 20, further comprising:  
2 presenting a relative importance of the comparison element to the system  
3 model.
- 1 22. The user interface as recited in claim 21, further comprising:  
2 receiving at least one modification to the at least one search input element;  
3 and  
4 dynamically updating the explanation of search logic.



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1 23. A method for explaining search logic and results, comprising:  
2 receiving a basis of a search, the basis comprising at least one item;  
3 presenting the basis in a retained-items list;  
4 creating a similarity profile from the retained-items list;  
5 generating a suggested-items list from the similarity profile, the suggested-  
6 items list comprising at least one item;  
7 presenting the suggested-items list as search results; and  
8 providing an option to present the similarity profile.

1 24. The method as recited in claim 23, further comprising:  
2 receiving a selected item from the suggested-items list;  
3 receiving a request for presentation of the similarity profile for the selected  
4 item; and  
5 presenting a presentation comparing the selected item to the similarity  
6 profile.

1 25. The method as recited in claim 24, wherein presenting the presentation  
2 comparing the selected item to the similarity profile comprises:  
3 computing a profile-word importance for each word in the similarity profile;  
4 computing a degree of match for each word in the selected item in relation to  
5 the similarity profile using the profile-word importance;  
6 presenting the profile-word importance for each word in the similarity  
7 profile; and  
8 presenting the degree of match for each word in the selected item in relation  
9 to that same word in the similarity profile.